

Claims:

1. An inventory management system, comprising:
a performance measurement system for measuring performance of a
medium in which units of inventory are used;
5 a revenue maximization system which determines a price for said units
based on predetermined pricing considerations;
a central information storage system for receiving information from said
performance measurement system and revenue maximization system to generate
scenarios wherein various combinations of units are grouped together to meet a
10 buyer's criteria; and
a scenario planner to display the various scenarios generated by the central
information storage system.
2. The inventory management system according to Claim 1, wherein
said performance measurement system receives information related to an extent of
15 an audience to which said units are exposed.
3. The inventory management system according to Claim 1, wherein
said predetermined pricing considerations includes at least three consideration
selected from the group consisting of total number of unsold units, category of
buyer attempting to purchase said units, the buyer's history in purchasing similar
20 units, and budget of a seller of the units.
4. The inventory management system according to claim 1, wherein
said buyer's criteria include the desired budget for purchase of the units,
performance measurements from the performance measurement system, number of
people and frequency people will be exposed to said units wherein said units are
25 advertisement opportunities.

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5. The inventory management system according to Claim 3 wherein the revenue maximization system manages yield by using the functions of sell-out forecasting, revenue forecasting, fuzzy rules, and pricing adjustment.

6. The inventory management system according to Claim 1 wherein
5 the revenue maximization system changes the number of units available.

7. The inventory management system according to claim 1, further comprising the revenue maximization system utilizes economic factors which influence demand and various measurement noises are filtered out of these economic factors.

10 8. A process for inventory management comprising the steps of:
a seller and a buyer identify an opportunity for purchasing units;
obtaining the history of the buyer with respect to purchases of like units, if
any;
receiving from the buyer information about the buyer's purchase
15 requirements
obtaining available inventory information;
obtaining prices for said units from a revenue maximization system; and
generating at least one scenario comprising a plurality of units based on
said information obtained from said buyer, wherein said at least one scenario
20 meets the buyers demands and reflects said available inventory and said prices.

9. The process according to Claim 8, wherein said buyer's purchase requirements includes at least one requirement of the selected from the group consisting of marketplace, population, number and frequency of people exposed to said units where said units are opportunities to advertise, performance

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measurements, price, demographics, psycho graphics, number of available units and day parts.

10. The process according to Claim 8, wherein said revenue maximization includes inventory scaling, available inventory of units to sell,
5 budgetary goal information, and purchaser payment history.

11. A method of providing various scenarios to a purchaser of units of opportunities to advertise, comprising:

10 permitting a buyer to select various markets by geographic demarcation;
selecting various markets within said geographic demarcation;
set appropriate filters to filter out media within the selected markets using
criteria selected from a group consisting of demographics, psycho graphics or
media type;

15 inputting buyer criteria according to at least two of following criteria: the
number of persons expected to be exposed to said units, the frequency of those
persons seeing said units, budget for purchase of the units, demographics, psycho
graphics, gross number of times people will be exposed to said units; and

compiling a scenario composed of a variety of said units based on buyer
criteria.

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